

Chapter 27

Friends of the Library and Foundations

A. Friends of the Library

- Every library needs friends.
- The Friends of the Library organization is the right arm of the library.
- The Friends can have fund raising campaigns, book sales, etc. to help with the needs of the library beyond what the library can legally do.
- Friends groups can buy incentives for summer reading programs, food as a drawing card for teen programs, or recognition programs for volunteers and staff. The list goes on and on. It is only limited by the imaginations of the Friends members and the funding they have to develop and carry out the dreams of the library.
- Friends also help the library as volunteers, advocates and lobbyists.

For more information, join:

Friends of Indiana Libraries (FOIL)

Indiana State Library
140 North Senate Ave.
Indianapolis, IN 46204

<http://www.incolsa.net/~foil>

- Operates as a clearinghouse of information about the activities of local Friends of the Library groups
- Can help local communities establish a Friends of the Library group and coordinate a network of volunteers working for passage of library legislation
- Individuals and local Friends of the Library groups may become members of FOIL
- presents a program on issues of interest to Friends groups at the annual ILF Conference

Friends of Libraries USA (FOLUSA)

1420 Walnut Street
Suite #450
Philadelphia, PA 19102
1-800-9FOLUSA

<http://www.folusa.com>

- Provides programs and publications to 2,800 member groups reaching hundreds of thousands of Americans

- Teaches citizens nationwide how to develop local library Friends to raise funds, be advocates and promote libraries

How to Organize a Friends Group

- a. Determine purpose of group and need for group. This should be done with the librarian and a small core of concerned citizens.
- b. Select steering committee to reflect your community, and the needs of the group. It is important to have access to an attorney, PR and advertising talent, and high profile leaders.
- c. Work on Federal and State tax-exempt status with lawyer's help, so that when you collect dues they will be deductible. At the same time, work on a constitution and by-laws.
- d. Define your dues structure and membership categories.
- e. Decide on membership brochure, artwork, and how you reproduce and distribute brochure.
- f. Begin publicity campaign in community. Be sure to involve elected officials, trustees, and other interested parties.
- g. Decide on tentative schedule for first year, in order to involve new members on committees as soon as they join.
- h. If fund raising is important, have campaign in place and goals set. People like to know where their money is going.
- i. Set opening meeting. Plan program carefully. Have brief agenda for first annual meeting.
- j. Develop long-range plan for Friends. Re-evaluate.
- k. For more information and ideas, join Friends of Libraries USA.

How to Revitalize Your Friends Group

- a. Define problem areas for group (or board of directors). Confidential phone calls to directors or membership dropouts will help.
- b. Give a party for members and past members only. It should be fun and have refreshments and music. Any excuse will do for the party: holiday, author, recognition, social evening. A private home will make it special.
- c. Be sure to include the dropouts and get small amounts of help from many people to ensure attendance. Have various people be responsible for bringing food and necessary articles.
- d. Send out pre-event and post-event publicity with names and photos. Make the Friends look like a fun and meaningful group.
- e. Reevaluate your goals and objectives with the information you should now have. Did you have too broad a mission? Were you stressing fund-raising to the neglect of other activities?

- f. Reorganize the board of directors, adding positions and breaking down responsibilities so that individuals do not have too great a burden. Enlarge committees.
- g. Review benefits of membership, making sure they are in line with what your community expects.
- h. Review communications to members; are they being kept informed? Are you taking advantage of the materials FOLUSA provides through “National Notebook” and “Idea Bank”?
- i. Consider enrolling of new members as a year-round effort, not limited to a certain period. Be sure brochures are available at every event and at the library desk.
- j. Be sure to appreciate and recognize efforts of every magnitude. Recognition is of primary importance to volunteers.

B. Public Library as a Foundation

Providing revenues to the library to enhance services is the most direct and observable activity of a library foundation, but a foundation has other advantages.

Benefits of a Library Foundation

- A foundation can give the library alternatives it usually does not have in its budget structure. Sometimes during a tightly budgeted fiscal year an unplanned opportunity or necessary expense presents itself. A budget has little flexibility, but the foundation may have resources to meet the unforeseen need.
- Many public libraries are limited in the amount of reserve or building funds they can accumulate. A foundation can be used for this purpose without interfering with annual budget proposals or negotiations.
- Another more subtle benefit is that people seem to have confidence in foundations. The word itself provides feelings of safety and security. So does the word “library”. When the two words are used together, and a list of prominent citizens who serve as board members and manage the foundation is added, potential contributors are convinced and willing to give support.

Forming a Foundation

Before taking the legal steps to actually organize or establish a foundation for a public library, it is wise to take time to do some planning, decision making and educating.

- The success of a foundation hinges on the performance of the library in the community, the support of the staff and board of trustees for a foundation, and the careful choice of persons to serve as the board of the foundation.
- In addition to acceptance of the concept, the library should identify its roles and develop a mission statement and strategic plan.
- A long-range plan can help identify library needs and provide a sense of purpose to the foundation.

Choosing a Board

- It is essential that foundation board members be influential residents of the community, able to garner financial support from their contacts and from business and industry, able to personally give financial support, and able to command respect for the library.
- The board should represent a good cross-section of the community.
- Another group to consider is the local Friends of the Library. If an active group exists in the community, consider whether the foundation should be created by the Friends with strong Friends membership on the foundation board, or whether the foundation would function better as an independent association. At least consider appointment of a Friends member to the Foundation Board, along with other civic groups with strong ties to the library.

Organizational Meeting

- Once a list of potential foundation board members is selected, it is time to invite them to an organizational meeting. This is a vital moment in the life and success of a foundation.
- First impressions last.
- Outline the needs of the library, as well as the role a foundation and its board can play in fulfilling those needs.
- Be prepared.
- Point out how valuable this coalition would be to the community.
- Before they leave, try to gain a commitment from each individual to serve on the foundation board.

Article of Incorporation

Articles of Incorporation should be brief and contain only the most essential facts about the organization. These would include:

- name of corporation
- duration of the corporation

- purpose of the corporation
- address of the corporation
- management of the corporation
- name of the registered agent
- names and addresses of the initial board
- hold harmless clause (for protection for board members)
- provision of distribution of assets upon dissolution

Bylaws

Bylaws are the guidelines and procedures under which the foundation will operate. They include:

- location of corporation
- members
- meetings
- board of directors
- officers
- executive director
- committees
- fiscal year
- dues
- books and records
- contracts, loans, check and deposits
- dissolution
- amendments
- rules of order
- waiver of notice
- indemnification

Applying for Tax Exempt Status

- Once the organization has incorporated with the state, received an employer identification number, and adopted bylaws, it is ready to file for recognition of exemption from federal income tax.
- The magic number at this stop is 501(c)(3). Contact the local IRS center for the appropriate forms to complete.
- The forms can be completed while waiting for certification from the state and should be done by or reviewed by an attorney.
- The form asks the following:
 - signature of authorized person
 - employer identification number
 - previous tax returns
 - balance sheet of receipts and expenditures for current and preceding three years or a proposed two year budget

- description of anticipated activities
- articles of incorporation
- bylaws

Announcing the Foundation to the Public

Any time after adopting the bylaws, the new foundation may declare its existence and begin receiving contributions.

- The announcement to the public should be planned carefully. All involved in the foundation must be committed to the protection of the library's tax support.
- When a necessary and visible item is purchased for the library, the publicity surrounding its arrival can be used as a vehicle to acquaint people with the foundation.
- Each new public library foundation needs to find its own appropriate way of "going public".

Funding a Foundation

A new library foundation needs money. There are various methods of encouraging contributions:

- deferred giving
- endowment fund drives
- direct mail
- special events
- raffle
- any other creative fund-raising idea that is legal

Handouts that can be found on a website:

FOIL Individual Membership Form <http://www.incolsa.net/~foil/memform.html>

Indiana Libraries Friends Groups on the Web <http://www.incolsa.net/~foil/links.html>

Indiana Libraries With Foundations and Endowments
<http://www.statelib.lib.in.us/www/isl/ldo/statsmenu05.html>

Indiana NonProfits <http://www.indiana.edu/~nonprof>

Library	Friends' groups 2007 (Only Yes answers indicated)	Foundation 2005	Endowment 2005
AKRON CARNEGIE PL	Yes		
ALEXANDRIA-MONROE PL			
ALEXANDRIAN PL	Yes		
ALLEN CO PL	Yes	Yes	
ANDERSON PL	Yes		Yes
ANDREWS-DALLAS TWP PL			
ARGOS PL	Yes		
ATTICA PL	Yes		
AURORA PL DISTRICT			
AVON-WASHINGTON TWP PL	Yes		Yes
BARTHOLOMEW CO PL	Yes	Yes	
BARTON REES POGUE MEMORIAL PL			
BATESVILLE MEMORIAL PL	Yes		
BEDFORD PL			
BEECH GROVE PL	Yes		
BELL MEMORIAL PL	Yes		
BENTON CO PL	Yes		
BERNE PL			
BICKNELL-VIGO TWP PL			
BLOOMFIELD-EASTERN GREENE CO PL	Yes		
BOONVILLE-WARRICK CO PL	Yes		
BOSWELL-GRANT TWP PL	Yes		
BOURBON PL			
BRAZIL PL	Yes		
BREMEN PL			
BRISTOL-WASHINGTON TWP PL			
BROOK-IROQUOIS TWP PL			
BROOKSTON-PRAIRIE TWP PL	Yes		
BROWN CO PL	Yes		Yes
BROWNSBURG PL	Yes	Yes	
BROWNSTOWN PL			
BUTLER PL	Yes		
CAMBRIDGE CITY PL			
CAMDEN-JACKSON TWP PL		Yes	
CANNELTON PL			
CARMEL CLAY PL	Yes	Yes	Yes
CARNEGIE PL OF STEUBEN CO	Yes		Yes
CENTERVILLE-CENTER TWP PL	Yes		
CHARLESTOWN CLARK CO PL			
CHURUBUSCO PL	Yes		Yes
CLAYTON-LIBERTY TWP PL			

CLINTON PL	Yes		
COATESVILLE-CLAY TWP PL	Yes		
COLFAX-PERRY TWP PL	Yes		
CONVERSE-JACKSON TWP PL			
COVINGTON-VEEDERSBURG PL	Yes		Yes
CRAWFORD CO PL	Yes		Yes
CRAWFORDSVILLE DISTRICT PL	Yes		Yes
CROWN POINT COMMUNITY PL	Yes		
CULVER-UNION TWP PL	Yes		Yes
DANVILLE-CENTER TWP PL	Yes		
DARLINGTON PL	Yes		
DECATUR PL	Yes		
DELPHI PL	Yes		Yes
DUBLIN PL			
DUNKIRK PL	Yes	Yes	
EARL PARK PL	Yes	Yes	
EAST CHICAGO PL	Yes		
ECKHART PL	Yes		Yes
EDINBURGH WRIGHT-HAGEMAN PL			
ELKHART PL			
EVANSVILLE-VANDEBURGH PL	Yes	Yes	
FAIRMOUNT PL	Yes		
FARMLAND PL	Yes		
FAYETTE CO PL	Yes		
FLORA-MONROE TWP PL			
FORT BRANCH-JOHNSON TWP PL			
FORTVILLE-VERNON TWP PL			Yes
FRANCESVILLE-SALEM TWP PL			
FRANKFORT-CLINTON CO CONT PL	Yes		Yes
FREMONT PL	Yes		Yes
FULTON CO PL	Yes		Yes
GARRETT PL	Yes	Yes	
GARY PL	Yes		
GAS CITY-MILL TWP PL			
GENEVA PL	Yes		
GOODLAND & GRANT TWP PL		Yes	
GOSHEN PL	Yes		
GREENSBURG-DECATUR CO CONT PL	Yes		
GREENTOWN & EASTERN HOWARD SCHOOL PL			
GREENWOOD PL	Yes		
HAGERSTOWN-JEFFERSON TWP PL	Yes		
HAMILTON EAST PL	Yes	Yes	
HAMILTON NORTH PL	Yes		
HAMMOND PL	Yes		Yes
HANCOCK CO PL	Yes		Yes
HARRISON CO PL	Yes		
HARTFORD CITY PL	Yes		
HENRY HENLEY PL	Yes		Yes

HUNTINGBURG PL			Yes
HUNTINGTON CITY-TWP PL	Yes		
HUSSEY-MAYFIELD MEMORIAL PL	Yes	Yes	
INDIANAPOLIS-MARION CO PL	Yes	Yes	
JACKSON CO PL	Yes		Yes
JASONVILLE PL	Yes		
JASPER CO PL	Yes		Yes
JASPER-DUBOIS CO CONT PL			
JAY CO PL	Yes		Yes
JEFFERSONVILLE TWP PL	Yes		
JENNINGS CO PL	Yes		Yes
JOHNSON CO PL	Yes		
JONESBORO PL			
JOYCE PL	Yes		
KENDALLVILLE PL	Yes	Yes	
KENTLAND-JEFFERSON TWP PL			
KEWANNA-UNION TWP PL			
KINGMAN-MILLCREEK PL			
KIRKLIN PL	Yes		
KNIGHTSTOWN PL	Yes		Yes
KNOX CO PL	Yes		
KOKOMO-HOWARD CO PL	Yes		
LA CROSSE PL			
LA GRANGE CO PL	Yes		
LA PORTE CO PL	Yes		Yes
LADOGA-CLARK TWP PL	Yes		
LAKE CO PL	Yes	Yes	
LAWRENCEBURG PL	Yes	Yes	
LEBANON PL	Yes		
LIGONIER PL			
LINCOLN HERITAGE PL	Yes	Yes	Yes
LINDEN CARNEGIE PL			
LINTON PL	Yes		Yes
LOGANSPOUT-CASS CO PL			
LOOGOOTE PL	Yes		Yes
LOWELL PL	Yes	Yes	
MADISON-JEFFERSON CO PL	Yes		Yes
MARION PL	Yes		
MATTHEWS PL			
MELTON PL	Yes		Yes
MICHIGAN CITY PL	Yes		Yes
MIDDLEBURY COMMUNITY PL	Yes		Yes
MIDDLETOWN FALL CREEK TWP PL	Yes		Yes
MILFORD PL	Yes		
MISHAWAKA-PENN-HARRIS PL	Yes		Yes
MITCHELL COMMUNITY PL	Yes	Yes	Yes
MONON TOWN & TWP PL			
MONROE CO PL	Yes	Yes	Yes

MONTEREY-TIPPECANOE TWP PL			
MONTEZUMA PL			
MONTICELLO-UNION TWP PL	Yes		
MONTPELIER-HARRISON TWP PL	Yes		
MOORESVILLE PL	Yes		
MORGAN CO PL	Yes	Yes	Yes
MORRISON REEVES LIBRARY	Yes		Yes
MUNCIE-CENTER TWP PL	Yes		
NAPPANEE PL	Yes		Yes
NEW ALBANY-FLOYD CO PL	Yes	Yes	
NEW CARLISLE & OLIVE TWP PL	Yes		
NEW CASTLE-HENRY CO PL	Yes		
NEW HARMONY WORKINGMEN'S INSTITUTE	Yes		Yes
NEWPORT-VERMILLION CO PL			
NEWTON CO PL	Yes		
NOBLE CO PL	Yes		Yes
NORTH JUDSON-WAYNE TWP PL	Yes		Yes
NORTH MADISON CO PL SYSTEM	Yes		
NORTH MANCHESTER PL	Yes		
NORTH WEBSTER COMMUNITY PL	Yes		Yes
OAKLAND CITY-COLUMBIA TWP PL	Yes		
ODON WINKELPLECK PL	Yes		
OHIO CO PL			
OHIO TWP PL SYSTEM	Yes	Yes	Yes
ORLEANS TOWN & TWP PL			
OSGOOD PL	Yes		
OTTERBEIN PL			
OWEN CO PL	Yes		
OWENSVILLE CARNEGIE PL			Yes
OXFORD PL	Yes		
PAOLI PL			
PEABODY PL	Yes		Yes
PENDLETON COMMUNITY PL	Yes		Yes
PENN TWP PL			
PERU PL	Yes		
PIERCETON & WASHINGTON TWP PL			
PIKE CO PL	Yes		
PLAINFIELD-GUILFORD TWP PL	Yes	Yes	
PLYMOUTH PL	Yes		
PORTER CO PL SYSTEM	Yes	Yes	
POSEYVILLE CARNEGIE PL			
PRINCETON PL	Yes		
PULASKI CO PL			
PUTNAM CO PL	Yes		Yes
REMINGTON-CARPENTER TWP PL	Yes		
RIDGEVILLE PL	Yes		
ROACHDALE-FRANKLIN TWP PL			
ROANN-PAW PAW TWP PL	Yes		Yes

ROANOKE PL	Yes		
ROCKVILLE PL			
ROYAL CENTER-BOONE TWP PL			
RUSHVILLE PL			
SALEM-WASHINGTON TWP PL	Yes		Yes
SCOTT CO PL	Yes		
SHELBYVILLE-SHELBY CO PL	Yes	Yes	
SHERIDAN PL	Yes		
SHOALS PL			Yes
SOUTH WHITLEY-CLEVELAND TWP PL			Yes
SPEEDWAY PL	Yes		
SPENCER CO PL			
SPICELAND TOWN-TWP PL			
ST JOSEPH CO PL	Yes	Yes	
STARKE CO PL SYSTEM			Yes
SULLIVAN CO PL	Yes		Yes
SWAYZEE PL			
SWITZERLAND CO PL			
SYRACUSE-TURKEY CREEK TWP PL	Yes		
TELL CITY-PERRY CO PL	Yes		
THORNTOWN PL	Yes		
TIPPECANOE CO PL	Yes	Yes	
TIPTON CO PL	Yes		Yes
TYSON LIBRARY ASSOCIATION, INC		Yes	
UNION CITY PL			
UNION CO PL	Yes	Yes	
VAN BUREN PL			
VIGO CO PL	Yes		
WABASH CARNEGIE PL			Yes
WAKARUSA-OLIVE & HARRISON TWP PL	Yes		Yes
WALKERTON-LINCOLN TWP PL			
WALTON & TIPTON TWP PL	Yes		
WANATAH PL			
WARREN PL	Yes		
WARSAW COMMUNITY PL		Yes	Yes
WASHINGTON CARNEGIE PL	Yes		
WASHINGTON TWP PL			
WATERLOO-GRANT TWP PL	Yes		
WAVELAND-BROWN TWP PL			
WELLS CO PL	Yes		Yes
WEST LAFAYETTE PL	Yes	Yes	Yes
WEST LEBANON-PIKE TWP PL			
WESTCHESTER PL	Yes		
WESTFIELD-WASHINGTON TWP PL	Yes		Yes
WESTVILLE-NEW DURHAM TWP PL			
WHITEWATER VALLEY PL DISTRICT	Yes		Yes
WHITING PL	Yes		
WILLARD LIBRARY OF EVANSVILLE	Yes	Yes	Yes

WILLIAMSPORT-WASHINGTON TWP PL	Yes	Yes	
WINCHESTER COMMUNITY PL	Yes		
WOLCOTT COMMUNITY PL			
WORTHINGTON JEFFERSON TWP PL			
YORK TWP PL			
YORKTOWN-MOUNT PLEASANT TWP COMMUNITY PL	Yes		